

Community Plan

Southend Together – The Southend Strategic Partnership

“Southend – setting the standard”

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Welcome

Welcome to our first Community Plan for Southend-on-Sea. This plan is important. It is about the future of Southend-on-Sea and sets out how, over the next 10 years, the Southend Strategic Partnership will strive to achieve the agreed priorities and targets to help to bring about a better Southend.

We have developed our plan through consultations with the community and by having regard to the national and regional priorities. It was from these consultations and discussions that the vision for Southend has been generated.

I would like to thank everybody who has contributed to the development of this and trust that together we can continue to improve our quality of life in Southend-on-Sea.

Councillor Howard Briggs
Chairman of the Southend Strategic Partnership Steering Committee

A Community Plan – What is it about?

Local councils are required by law to draw up a long-term plan for their areas in consultation with local people and other interested organisations.

This Community Plan sets out a vision for the sustainable development of Southend and identifies actions and targets to improve the economic, social and environmental well being of the town. Sustainable development aims to ensure a better quality of life for everyone, both now and for generations to come.

The standard definition of sustainable development is:

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Bruntland Report 1997.

This is not just another plan – the Community Plan is about bringing all the existing plans and strategies for Southend-on-Sea together, so there is one joined up approach to making Southend a better place.

When listening to local peoples views on the future of Southend we came across lots of different opinions on what was most important. For some it was the environment and green issues. For others, it was jobs, our cultural heritage or education. But everyone wanted to make Southend a better place.

[Pictures to be inserted taken at the Community Conference]


In drawing up this plan we have been ambitious but we also have to be realistic – there are things we are unable to change and have to learn to live with. For instance being a seaside town we will always attract tourists and by being situated on the coast we will always face some difficulty in getting in and out of the town. However, Southend is part of the Thames Gateway – the national priority for regeneration – and we have significant opportunities to work with others to make significant improvements. Thames Gateway is already delivering new investment in the infrastructure of the town including a new university campus.

Those we consulted set us a challenge - to make the most of what Southend has got and to work in partnership with others whether on a local, regional and national level to ensure that improvements are achieved. Our plans are consistent with Thames Gateway Strategy for South Essex and with national priorities for improving public services. Our vision for Southend-on-Sea is:

**To be a vibrant coastal town which is a prosperous regional centre
where people live, work, visit and enjoy and which gives a quality of
life to which others would aspire.**

We will work towards the achievement of our vision by making measurable progress on the following overlapping themes that are detailed in this plan:

Prosperous Community	➔	<i>A prosperous local economy.</i>
Learning Community	➔	<i>Opportunities for learning for all.</i>
Safer Community	➔	<i>Crime, disorder and offending reduced.</i>
Healthy Community	➔	<i>Improved health and well being.</i>
Greener Community	➔	<i>A sustainable quality environment.</i>

Supportive Community  *Better life chances for vulnerable people.*

Cultural Community  *Cultural capital.*

Turning the vision into reality

To ensure this happens the Southend Strategic Partnership will hold a community conference every year. This will feedback on the progress that is being made on the activity contained in the action plans at the back of this document **[To be included in the final plan]** and to review and update them where necessary.

Southend Together - Southend Strategic Partnership

What does the Strategic Partnership for Southend-on-Sea look like?

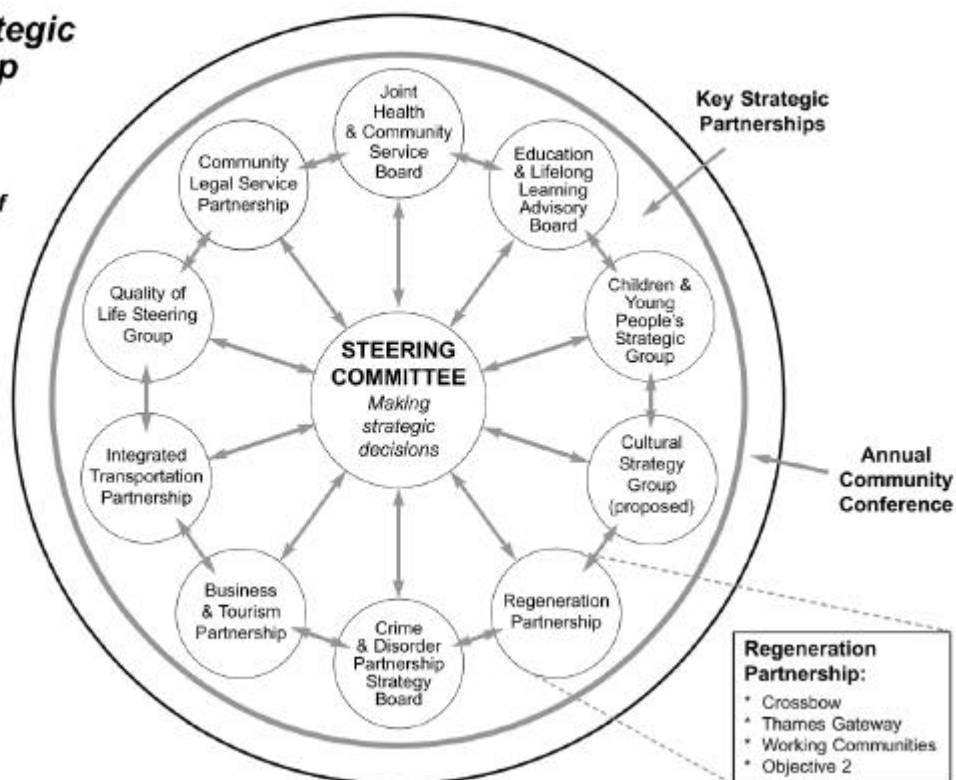
Everyone who lives or works in Southend-on-Sea can contribute to the work of the Southend Strategic Partnership (SSP). For instance by taking part in a Neighbourhood Watch Group or being a member of a local residents' forum, the work that you are doing will help and contribute to achieving the vision for Southend.

The SSP is a partnership of partnerships. The diagram below shows the structure.

Local Strategic Partnership Structure

Provisional Draft

A Partnership of Partnerships



The task of the SSP Steering Committee will be to co-ordinate the partnership activity, agree on priorities and ensure things get done.

Membership of the Shadow Strategic Partnership Steering Committee

David Horsley
South Essex Chamber of Commerce

Serena Smith
Learning and Skills Council

Maureen Frewin
Southend Association of Voluntary Services

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Jan Hodges
Principal
South East Essex College

Chief Superintendent Michael
Thwaites
Southend Police

Julie Garbutt
Chief Executive
Southend Primary Care Trust

George Krawiec
Chief Executive and Town Clerk
**Southend-on-Sea Borough
Council**

Councillor Howard Briggs
(Chairman)
Deputy Leader and Executive
Portfolio Holder of External
Affairs
**Southend-on-Sea Borough
Council**

Frances Neil
Headteacher

**Representatives are being
sought from umbrella groups
representing residents,
tenants, faith and ethnic
minority communities.**

Observers:

Sue Walsh
**East of England Economic
Development Agency**

Fiona Robertson
**Government Office for the
East of England**

Mike Goddard
**Thames Gateway South Essex
Partnership Limited**

Tom Gardner
**Thames Gateway Strategic
Executive**

All the people listed on these two pages and the key agencies within Southend-on-Sea have signed up and are committed to implementing this plan.

PROSPEROUS COMMUNITY

Our ambition - “A prosperous local economy”

You said that you will like to see:

- Quality support and strong leadership for local businesses and Southend to be an attractive, successful business location.

Southend-on-Sea's economic assets:

The town is a major centre for employment, shopping, leisure and culture facilities and is located 40 miles east of London. Due to its proximity to the capital the economy in Southend is largely service based and a large percentage of the working population (7%) commute to London. As Southend-on-Sea is a seaside resort it means that its economy will be faced with seasonal employment. Further examples of Southend's assets are:

- It's entrepreneurial spirit with over 535 new business start-ups in 2000.
- That there are approximately 6,000 companies operating in Southend, employing 84,000 people, including ten major employers with over 500 employees each.
- A number of services in place helping local businesses, for instance Enterprise Support and the Small Business Service.
- A Southend Business and Tourism Partnership which is led by the business community and has established clear priorities.

Achievements so far:

- Unemployment has dropped steadily since April 1998 from 6.9% in July 1998 to 3.9% in July 2002. This meant a reduction of 2,150 people claiming unemployment benefits. Initiatives such as New Deal, local training projects, and Single Regeneration Budget (SRB) community projects in areas of Southend are helping the unemployed to find the skills and opportunities they need. The Community Information Shop in Cluny Square is an example of this.
- Southend has traditionally had a higher unemployment rate than the East of England regional average. This difference has narrowed from 3.7% in July 1998 to 1.7% in July 2002.
- The number of local jobs has increased by 18%, in line with the fall in unemployment.¹ Steady investment by local companies and new companies coming in to Southend has helped increase this. Examples of this are the ENHANCE Project (Educational Needs Helped and Advanced by Networking with Commerce and Enterprise) and the Royal Bank of Scotland development.
- Innovative 'Business Champions' scheme to mentor new businesses through the early stages of starting up will help to tackle the relatively high rate of business closures.

Challenges we face:

- Reducing unemployment and increasing the quantity, quality and range of local job opportunities in the town.
- Increasing the rate of business survival.
- Regeneration of the town centre.

What is planned for the future:

- Establishment of a Business Support Consortium in 2003 equipped to deliver an integrated and comprehensive package of business support.
- SSHAPE project (Southend Seafront, High Street and Pier Enhancement) to enhance and refurbish the town centre and pier. Completion of all phases by 2004.

¹ (NOMIS 1999/ 2000: latest figure).

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- "Learning for Living" projects which provide opportunities for community groups to build their capacity to help each other.
- Town Centre Initiative Project which will provide job related training opportunities with the Borough Patrol for unemployed people. Starting in 2002.
- More efficient processing of planning applications to encourage appropriate developments.

Key targets:

National priority →	Southend baseline →	Target
<ul style="list-style-type: none"> • 60% of major commercial and industrial planning applications to be determined in 13 weeks; • 65% of minor commercial and industrial planning applications to be determined in 8 weeks; • 80% of other planning applications to be determined in 8 weeks; and • 90% of planning application cases to be delegated to officers. 	<p>The definition for this national priority has changed and therefore no baseline is available.</p> <p>The position for 2001/2002 using the old definition was 44% of planning applications were determined in 8 weeks.</p>	<p>By 2005/2006 :</p> <ul style="list-style-type: none"> • 60% of major commercial and industrial planning applications to be determined in 13 weeks; • 65% of minor commercial and industrial planning applications to be determined in 8 weeks; • 80% of other planning applications to be determined in 8 weeks; and • 90% of planning application cases to be delegated to officers.
Local priority →	Southend baseline →	Target
To increase Gross Value Added (GVA) per capita - the sum of the value added by all activities which produce goods and services carried out within that area.	In 1998 Southend's GVA per head (£11027) was 85% of the East of England average (£12973).	By 2005/2006 to achieve GVA per capita at least 90% of the East of England average.
To increase the number of new business start-ups (VAT registered) per 10000 residents.	In 2000 the East of England had an average of 13 more new businesses per 10,000 people than Southend.	By 2005/2006 to achieve no less than 5 new businesses per 10,000 people than the East of England average.
To increase the number of businesses surviving the first 3 years.	In 2001/02 Southend's business survival rate (64%) after 3 years was 0.6% higher than the East of England average.	By 2005/2006 to increase the business survival rates to 70% and remain above the East of England average.
To increase the number of individuals/businesses seeking accredited advice	A baseline will be established in 2003.	A target will be established in 2003.
Reduce the gap between Southend and the East of England region in terms of the rate of unemployment.	In August 2002, Southend's unemployment rate was 1.6% higher than the East of England average.	By 2005/2006 to reduce the gap between Southend and the East of England average to a maximum of 1%.

Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Prosperous Community – Action Plan for 2003/2004**' contained at the back of the document. **[To be included in the final plan]**

LEARNING COMMUNITY

Our ambition - “Opportunities for learning for all and a highly skilled work force”

You said that you will like to see:

- Greater support for young people.
- High educational attainment.
- Opportunities for learning for all.

Southend-on-Sea’s educational assets:

Education and learning is of interest and concern to a very wide sector of the community. The statutory agencies and private organisation in the town are keen to ensure that access to education and learning is provided to all people who require it. More recently the Thames Gateway South Essex Partnership identified Southend as a cultural and intellectual hub and a higher education centre for South Essex. Some key educational assets are:

- The 59 state funded schools in Southend²:
 - 42 are infant, junior and primary schools, of which 6 are Foundation schools and 5 are Voluntary
 - 12 are secondary schools, of which 8 are Foundation and 2 are Voluntary.
 - 5 are special schools, of which 1 is a Foundation school and the remainder are Community schools.
- The 26,000 pupils and students attending the 59 schools in Southend.
- The Adult Education Service which is provided through the Adult Community College based in Ambleside Drive, with a further site in Leigh and a number of community-based outreach sites.
- The Youth Service which is based at Prittlewell School Youth Centre with three further youth centres based at Shoebury and Leigh and at the Focus Project (central Southend).
- Southend Marine Activities Centre which is located on the Eastern Esplanade and provides a range of marine and shore-based activities.
- South East Essex College offers a wide range of full and part time learning opportunities for some 2700 young people and 10,000 adults every year. It works in a range of partnerships with other providers to broaden the range of provision available and its reach into the community.
- The University of Essex and South East Essex College have formed a partnership to develop additional Higher Education opportunities for local people with plans for a new campus in the centre of Southend.

Achievements so far:

- Exam results in Southend continue to improve above the national average.
- More 16-year-olds are staying on in full-time education and more adults are enrolling on adult education courses.
- The number of children and young people being excluded from school has reduced.
- All three-year-olds in 2002 were offered free nursery places.
- In 2002/2003 Southend-on-Sea Borough Council is passing on nearly 90% of its education budget to local schools, this is the third highest percentage in the country.
- South East Essex College has been recognised as a Centre of Vocational Excellence and achieves pass rates well above national averages.
- A number of community projects, which provide skills and training to local people including Barons Court Community Library and Information Centre (CLIC), Children’s Activities Parents Out Working (CAPOW) and Reach Out.

² Best Value Review of the Schools Achievement and Effectiveness Division, January 2002

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- A range of programmes are provided by the Youth Service designed to support young people. Examples are Roots, Blag and CHIL.

Challenges we face:

- To increase the number of young people that stay on in full time education.
- To ensure that all schools succeed and that no school is classed as failing.
- To continue the rise in educational attainment.
- To provide the skills needed by local employers and the local workforce.

What is planned for the future:

- Public internet access to all seven of the libraries.
- Development of a University Campus commencing in 2002.
- Raising attainment in primary and secondary education, especially in English and Maths.

Key targets:

National priority	Southend baseline	Target
By 2004 increase the percentage of children who achieve level 4 in each of the Key Stage 2 English and Maths tests beyond the targets for 2002 of 80% in English and 75% in Maths.	In 2001/2002 71.30% of 11 year olds achieved level 4 in key stage 2 Maths. In 2001/2002 73.40% of 11 year olds achieved level 4 in key stage 2 English.	82% of 11 year olds achieving level 4 and above in Maths by 2003/2004. 85% of 11 year olds achieving level 4 or above in English by 2003/2004.
Increase the proportion of pupils obtaining 5 or more GCSEs at grades A* – C (or equivalent): <ul style="list-style-type: none"> • Increase the proportion achieving the standard by 4% points between 2002 and 2004. • At least 38% to achieve this standard in every LEA by 2004. 	In 2001/2002 55.90% of pupils obtained 5 or more GCSEs at grades A* - C (or equivalent)	76% achieving 5 or more GCSEs A* - C (or equivalent) for 2003/2004.
Increase the percentage of pupils obtaining 5 or more GCSEs at grades A*-G (or equivalent) including English and Maths: by 2004 92% of 16 year olds should reach this standard.	In 2001/2002 95% of pupils obtained 5 or more GCSEs at grades A*-G (or equivalent)	93% achieving 5 or more GCSEs at grades A* - G (or equivalent) by 2003/2004.

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Reduce school truancies by a further 10% from the level achieved by 2002.	<p>5.9% of half days were missed in primary schools.</p> <p>8.7% of half days were missed in secondary schools.</p> <p>10.9% of half days were missed in special schools.</p>	<p>By 2003/2004 to have reduced to 4.3% of half days missed in primary schools.</p> <p>By 2003/2004 to have reduced to 6.2% of half days missed in secondary schools.</p> <p>By 2003/2004 to have reduced to 8% of half days missed in special schools.</p>
Ensure that all pupils who are permanently excluded obtain an appropriate full time education.	<p>All pupils permanently excluded from September 2002 are receiving full time education.</p> <p>In 2001/2002 there were:</p> <ul style="list-style-type: none"> • 31 permanent exclusions. • 15 fixed permanent exclusions of more than 15 days • 111 fixed term exclusions of 6 - 15 days. 	<p>By 2003/2004 to have reduced to 10 permanent exclusions.</p> <p>By 2003/2004 to have reduced to 8 fixed permanent exclusions of more than 15 days.</p> <p>By 2003/2004 to have reduced to 60 fixed term exclusions of 6 – 15 days.</p>
Percentage of residents who were satisfied with the local education authority.	57% (2000/2001)	Target under development.
To increase the percentage of people with NVQ level 3 qualification. (NVQ is equivalent of 2 A-levels or more)	In 2000, the East of England had 7% more people with NVQ 3 than Southend.	To reduce the gap between Southend and the East of England to a maximum of 4%.
50% of young people aged 21-30 to enter Higher Education by 2010.	The Learning Skills Council to identify baseline and set targets.	
Learners aged between 16 to 19 achieved level 2 and level 3.		

Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Learning Community – Action Plan for 2003/2004**' contained at the back of the document. **[To be included in the final plan]**

SAFER COMMUNITY

Our ambition - “Reduction in crime, disorder and offending”

You said that you will like to see:

- A reduction in the amount of visible anti-social behaviour and an increase in the amount of visible policing.

Southend-on-Sea’s crime fighting assets:

Southend is becoming a safer place. Over the last 6 years all reported crime across the Borough has steadily decreased by over 20%. However certain types of crime and anti-social behaviour are still a problem, particularly in the Town Centre. Key crime fighting assets include:

- 270.5 police officers.
- 493 Neighbourhood watch groups at March 2002.
- Youth Offending Team (YOT) which works with young people aged 10 to 18 years who have offended, or are at risk of offending. Their work involves confronting young offenders with the consequences of their offending and supervising those who are required to compensate for damage caused by their actions.
- A good multi agency partnership called the Crime and Disorder Partnership.
- Juvenile Fire Setters scheme, co ordinated by the Fire & Rescue Service that provides assistance in preventative counselling for children up to the age of 18 who have an interest in fire setting.
- A dedicated vehicle crime team, which tackles the problem of vehicle crime in Southend through working on community, projects.
- The Borough Patrol which was launched in Southend in March 2002. Although initially based in the town centre the scheme will be progressively rolled out across the Borough. The purpose of the Borough Patrol is to manage and enforce those things that spoil people’s enjoyment of the town, for example litter, dog fouling, cycling on the pavement.
- A dedicated Graffiti team set up to tackle the problem of graffiti.
- A CCTV Control facility, which recently has expanded placing new systems in the main multi storey car parks and regarded as one of the best in the country.

Achievements so far:

- In 2001/2002 13,793 offences were committed in Southend, this was down from 14,551 in the previous year, compared to an increase in the rest of Essex.
- In one particular area where burglary was high – York Road – a concentrated partnership effort achieved a reduction of 72%. Overall burglary has reduced in Southend in the year to March 2002, by 27.8% compared to and increase of 2.9%. In 2001/ 2002 24,336 hours of foot patrol were performed.
- The Message in the Bottle scheme has been introduced to reassure vulnerable or elderly members of the community who live alone that details of the next of kin, medical conditions and doctors details are available in the event of an emergency or an accident.
- 99% of people in Essex who completed a fire report following an incident during 2000/2001 felt that Essex Fire Authority’s handling of the incident was very good. This was an increase of 8% compared to 1999/2000.
- 10 non-advertising bus shelters (with clear glazed roofs) and lighting were installed during 2001/2002.
- The Borough Neighbourhood Watch website was launched and is linked to the Essex County and National Neighbourhood Watch Associations.

Challenges we face:

- Reducing the level of crime, offending and re-offending.
- Reducing the fear of crime.

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- Reducing the overall number of offences and the danger from fire for those who live or work in Southend.

What is planned for the future:

- A reduction in the amount of anti-social behaviour in the town with this addressed through an increase in amount of visible policing.
- Banning drinking in the street in central Southend commencing from November 2002.
- Increased use of 'Transparent justice' where offenders pay back the community for crimes they have committed.
- Extension of the CCTV network.

Key targets:

National priority	→ Southend baseline	→ Target
Reduce vehicle crime by 30% by 2004.	In 2001/2002 14.5 vehicles were committed per 1,000 population. The percentage detected split between the theft from motor vehicles and the theft of motor vehicles was: 7.5% theft from motor vehicles. 23.7% theft of motor vehicles.	By 2004/2005 14.2 vehicles committed per 1,000 population.
Reduce domestic burglary by 25%, with no local authority area having a rate more than three times the national average by 2005.	In 2001/2002 9.6 domestic burglaries were committed per 1,000 households.	By 2004/2005 9.8 domestic burglaries committed per 1,000 households.
Reduce robbery in our principal cities by 14% by 2005.	In 2001/2002 10.1 robberies were committed per 1,000 population.	No target required.
Reduce the rate of reconvictions of all offenders punished by imprisonment or by community supervision by 5% by 2004 compared to the predicted rate.	To follow from Essex Probation.	As national target.
Reduce the rate of reconvictions of all young offenders by 5% by 2004 compared to the predicted rate.	330 (baseline figure 2001/ 2002)	As national target.
Percentage of residents who feel safe when alone outside during the daytime in Southend (local indicator)	45% feel safe (baseline figure 2001/ 2002)	Target under development.
Percentage of residents who feel safe when alone outside after dark in Southend (local indicator)	20% feel safe (baseline figure 2001/ 2002)	Target under development.

Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Safer Community – Action Plan for 2003/2004**' contained at the back of the document.
[To be included in the final plan]

HEALTHY COMMUNITY

Our ambition - “Improved health and well being”

You said that you will like to see:

- Improved health care in terms of access, information and care.

Southend-on-Sea's healthy assets:

Health is everyone's business. When thinking about improving the health and well being of a population, many people focus on individual lifestyles, or on providing primary and secondary health care services. Whilst these are important, it is recognised that there are other factors outside of the control of the National Health Service that influence health and health inequalities. The health of Southend's population can be affected by these so-called 'wider determinants of health', which include income, poverty, housing, employment, the environment and transport.

Agencies in Southend are working together, and in partnership with the community to improve the health of the local residents and reduce health inequalities. Some key healthy assets include:

- 39 GP practices comprising of 84 GPs and 81 practice nurses who provide primary care services for residents.
- 39 pharmacies, 24 dental practices and 26 opticians.
- In addition to this 34 district nurses, 42 health visitors and 14 school nurses are working in Southend.
- Acute services are provided by Southend Hospital NHS Trust situated close to the centre of Southend. The hospital employs 108 consultants, 187 other doctors, 979 nurses and midwives and 240 other health professionals. The Trust provides a full range of general services, plus specialist ones such as:
 - kidney dialysis
 - ophthalmology
 - Cancer services (recognised cancer centre)

Achievements so far:

- Smoking is the most important preventable cause of ill health and premature death, and the biggest single cause of the differences in death rates between the rich and poor. A new smoking cessation service has been set up, and increased numbers of health professionals are being trained to provide advice and support to smokers.
- Southend has over 90-community development projects. These projects address the wider determinants of health. Examples are the St Luke's Community Information Shop, and Town Centre 2000 scheme.
- A Teenage Pregnancy Strategy has been launched and evidence of partnership and community working is clearly emerging.
- Local schools are being recruited to the National Healthy Schools scheme.
- Southend Primary Care Trust is working closely with Southend Hospital to reduce waiting times for hospital appointments.
- Joint appointments between Southend Borough Council and Southend Primary Care Trust, including a Director of Public Health to facilitate close working around the wider issues that affect health.
- Infant mortality rate in Southend is below the national rate of 5 deaths per 1,000 live births.

Challenges we face:

- Second highest teenage pregnancy rate across South Essex.
- Highest rate of termination of pregnancy in South Essex.
- Tackling the risk factors for major causes of death - including coronary heart disease, stroke and cancer.
- High elderly population with approximately 10% of the population aged over 75 years. The incidence of ill health and disease increases with age.

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What is planned for the future:

- Reducing waiting times.
- Reducing the number of deaths from heart disease and cancer.
- Improving access to a Doctor and Nurse.
- Initiatives to recruit more health professionals.
- Initiatives to develop the role of nurses, in particular their public health role.
- Initiatives to increase the consumption of fruit and vegetables.

Key targets:

National priority	→ Southend baseline	→ Target
To reduce the percentage of people under the age of 25 reporting the use of Class A drugs by 25% by 2005 (and by 50% by 2008)	Due the changes in the way information has been collated, the baseline for this target has not been able to be gathered.	As national target.
Increase the participation of problem drug users in drug treatment programmes by 55% by 2004 and by 100% by 2008.	Due the changes in the way information has been collated, the baseline for this target has not been able to be gathered.	As national target.
Reduce substantially the mortality rates from major killers by 2010: <ul style="list-style-type: none"> • From heart disease by at least 40% in people under 75 • From cancer by at least 20% in people under 75 	<p>The mortality rate from coronary heart disease in all persons aged under the age of 65 years was 26 per 100,000 (3 year rolling average 1998/2000). Baseline for 65 – 75 year olds to be determined.</p> <p>The mortality rate from all cancers in all persons under the age of 75 years was 127 per 100,000 population (3 year rolling average 1998/2000)</p>	<p>Target under development.</p> <p>Target under development.</p>
Patients to receive treatment at a time that suits them in accordance with their clinical need: two thirds of all outpatient appointments and inpatient elective admissions will be pre-booked by 2003/04 on the way to 100% pre booking by 2005.	Complete performance figures expected from the new computerised version of the Patients Administrative System.	100% pre booking by 2005.
Reduce the maximum wait for an outpatient appointment to 3 months and the maximum wait for inpatient treatment to 6 months by the end of 2005.	<p>In 2001/2002 there was 6 months maximum wait for an outpatient appointment.</p> <p>In 2001/2002 there was a 15 months maximum wait for an inpatient treatment.</p>	<p>By 2005 100% of patients to receive outpatient appointment within 3 months.</p> <p>By 2005 100% of patients to wait maximum of 6 months to receive inpatient treatment.</p>

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Guaranteed access to a primary care professional within 24 hours and to a primary care doctor within 48 hours by 2004.	<p>In 2001/2002 59% of practices were able to offer an appointment with a primary care professional within 24hours.</p> <p>In 2001/2002 78% of practices were able to offer an appointment with a primary care doctor within 48hours.</p>	By 2004 100% practices to meet both targets.
Local priority	Southend baseline	Target
To reduce the conception rate to under 18s by 15% by 2004	<p>1996-98 the conception rate for under 18's was 56 per 1000 under 18's in Southend</p> <p>compared with 46 per 1000 under 18's in England and Wales</p> <p>(data source Compendium of Clinical & Health Indicators, Office of National Statistics 2000)</p>	Conception rate for under 18s reduced by 15% by 2004.

Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Healthy Community – Action Plan for 2003/2004**' contained at the back of the document. **[To be included in the final plan]**

GREENER COMMUNITY

Our ambition - “A sustainable quality environment”

You said that you will like to see:

- The creation of a greener Southend with an improved transport infrastructure.

Southend-on-Sea’s environmental assets:

Southend-on-Sea has a wide range of environmental assets, for example:

- The Thames is the most commercially significant tideway in the United Kingdom and one of the busiest water recreation areas in the country.
- The Southend Foreshore Local Nature Reserve is the largest in England.
- 568 hectares of parks and open spaces.
- 697 hectares of green belt land.
- 13 conservation areas.
- Recycling initiatives which include kerbside recycling, minibank recycling, two Civic Amenity Sites, composting and green garden waste.

Southend-on-Sea is fortunate in terms of its location, for instance:

- It is only 40 miles from central London.
- Two major roads, the A127 and the A13, provide access to and from the town.
- Two main railway lines connect Southend with London city and provide a total of 9 railway stations.
- 97% of households are within 400 metres of a bus stop.
- There is a local airport.

Achievements so far:

- 12 schools are benefiting from Safer Journeys to School schemes.
- 14.5% of waste was recycled in 2001/2002.
- An early morning high street clean to remove litter from the previous evening’s activities.
- The condition of the road network has improved, for example the percentage of main roads in need of repair has reduced from 25% to 13%.
- 100% of additional housing is provided on previously developed land and through the conversion of existing buildings.
- The beach between the Pier and Lynton Road has been recharged to improve sea defences and leisure and tourism in the popular beach area.
- Significant number of environmental awards have been obtained:
 - Three Blue Flag awards for Shoebury Common Beach, Three Shell Beach and Lee Bell Wharf Beach.
- Quicker response to remove abandoned vehicles.³ For example in the year 2001/2002 on average 9.5 vehicles were moved each working day, compared with 4.7 vehicles in 2000/01.

Challenges we face:

- Reduce congestion and improve accessibility to and from the town.
- To improve transport services and widen travel choice through quality integrated facilities.
- Achieve quality new development and significant improvement in the public realm.
- Reduce waste and increase recycling.

What is planned for the future:

³ Best Value Review of Highways Maintenance

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- Implementation of the five year Local Transport Plan to 2005/2006 and its subsequent reviews.
- Improved road safety for all, especially pedestrians and other vulnerable road users.
- Completion of the cycle and walking networks.
- Expansion of the popular walking bus scheme, as part of the Safer Journeys to School programme.
- Quality improvements to public transport provision.
- Development and implementation of major transport improvements as part of the Thames Gateway initiatives.

Key targets:

National priority	Southend baseline	Target
Enable 17% of household waste to be recycled or composted by 2004.	14.5% of household waste was recycled or composted in 2001/2002.	By 2003/2004 16% of household waste to be recycled or composted. And by 2005/2006 this to have increased to 28% of household waste to be recycled or composted.
Increase bus use in England (measured by the numbers of passenger journeys) from 2000 levels by 10% by 2010, while at the same time securing improvements in punctuality and reliability.	In 2001/2002 the number of passenger journeys made was 10, 992, 929. (An increase of 4%)	Target to be set as part of Quality Bus Partnership in process of being established.
By 2010 triple the number of cycling trips compared with a 2000 base.	On average 10, 950 trips per week were made in 2001/2002. (9.5% increase since 1999)	Double number of 1998 trips by 2005.
To halt the deterioration in the condition of local roads by 2004 and to eliminate the backlog by the end of the 10-year plan period.	In 2001/2002 13% of principal roads were identified where structural maintenance should be considered.	Comparative performance (awaiting guidance) – performance improved from 2000 level of 25%.
	In 2001/2002 21% non-principal classified roads were identified where structural maintenance should be considered.	Comparative performance (awaiting guidance) – performance declined from 2000 level of 18%.
	In 2001/2002 8% non-principal non-classified roads were identified where structural maintenance should be considered.	Comparative performance (awaiting guidance) – no 2000 data available.
By 2010 to reduce the number of people killed or seriously injured in Great Britain in road accidents by 40%, and the number of children killed or seriously injured by 50%, by 2010 compared with the average for 1994-98.	In 2001/2002 87 people were killed or seriously injured in a road accident. (24% below 1994 – 1998 average)	Year in year improvement to achieve national target by 2010.
	In 2001/2002 16 children were killed or seriously injured in a road accident. (11% below 1994 – 1998 average)	Year in year improvement to achieve national target by 2010.
Reduce rate of traffic growth in terms of vehicle kilometres per average weekday. (Local priority)	In 2001/2002 there were 533, 450 vehicle kilometres (2.1% increase since 1999)	To keep traffic growth below 11% from 1999 level.

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Percentage of residents who were satisfied with the level of street cleanliness/tidiness following the waste collection.	71% (2000/2001)	Target under development.
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Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Greener – Action Plan for 2003/2004**' contained at the back of the document. **[To be included in the final plan]**

SUPPORTIVE COMMUNITY

Our ambition - “Better life chances for vulnerable”

You said that you will like to see:

- The quality of life for vulnerable people in Southend improved.

Southend-on-Sea’s supportive assets:

There are a many vulnerable people in Southend. For example, people with a disability, older people children and young people and the homeless, who in certain times of their life need extra help and support. For instance

- During 2001/2002, at total of 4684 adults received services for disabilities, comprising 2905 for physical and sensory disabilities, 1331 for mental health disabilities and 448 for learning disabilities.
- There are approximately 15, 000 carers in Southend.
- On 31st March 2002 249 children were being looked after and 74 children were on the Child Protection Register.

The statutory agencies and the voluntary sector are working together to provide services to vulnerable residents through the Joint Health and Community Service Board and the Children and Young People's Strategic Partnership. Our approach is to help vulnerable people to live independently, to achieve their potential and to enable them to contribute to the success of our town. Our services include and are not all aimed exclusively at vulnerable people:

- There are approximately 15, 000 carers in Southend.
- 6 day centres and 6 residential homes in Southend that provide care and support for adults with a physical, sensory, learning and mental health disability.
- 8 Community Centres.
- 6, 491 council houses and flats in the town.
- 2882 housing association houses and flats within the town.
- 5 homeless hostels with 68 bed spaces.
- 808 dwellings were let by the Council and housing associations to those in housing needs in the Borough in 2001/02.
- 3 Area Housing Offices where residents can obtain advice and information on housing issues and pay their rent and council tax.
- Advice services, including the Citizens Advice Bureau (CAB), Victim Support and Relate.

Achievements so far:

- A new Foster Care scheme and an Adoption Scheme for Older Children has been launched.
- After Care and Youth Support Team established offering support and assistance to care leavers and vulnerable young people.
- Increase in the number of children looked after by the Council who left school with a qualification.
- Reduction in the number of people whose transfer from hospital was delayed, by developing intermediate care facilities.
- Access to low floor buses at all bus stops and disabled facilities at 96% of crossings in Southend.
- Council Tenant Participation Compact in partnership with tenants’ groups has been produced.
- Council Tenants’ handbook has been produced.
- Increase in the number of homeless households rehoused in secure accommodation.
- Range of information is available to support residents e.g. leaflets on services for looked after children, Rough Guide to Services for Young People, Teenage Pregnancy card, a housing and money advice service for all residents.

Challenges we face:

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- Providing services to vulnerable people in a fair and accessible way.
- Providing services, which promote independence.
- Preventing families from being placed in bed and breakfast accommodation.

What is planned for the future:

- Improvements to the Council's housing stock to meet the Decent Homes Standard by 2010.
- Promotion of additional choice in the allocation of Council housing
- Development of a strategy for affordable accommodation to meet the town's housing needs.
- High quality care for adults to help them live independently and in their own homes.
- Better public access to public transport and buildings for people (children and adults) with disabilities.
- Better care and protection of vulnerable children and young people.
- Effective advice and information for all.

Key targets:

National priority	Southend baseline	Target
Provide high quality pre-admission and rehabilitation care to older people to help them live as independently as possible, by reducing preventable hospitalisation and ensuring year on year reductions in delays in moving people over 75 on from hospital.	In 2001/2002 57 per 1,000 of the population aged 65 and over were helped to live at home. X people over 75 were delayed in moving from hospital.	Target under development.
<p>Improve the life chance for children in care by:</p> <ul style="list-style-type: none"> • Improving the level of education, training and employment outcomes for care leavers aged 19, so that the levels for this group are at least 75% of those achieved by all young people in the same by March 2004. • Improving the educational attainment of children and young people in care by increasing from 6% in 1998 to 15% in 2004 the proportion of children leaving care aged 16 and over with 5 GCSEs at grade A* - C. <p>By 2004-05, increase by 40% the number of looked after children adopted and aim to exceed this by achieving, if possible a 50% increase.</p>	<p>In 2001/2002 73% of care leavers were supported in terms of education, training and employment.</p> <p>In 2001/2002 8% of children looked after were adopted.</p>	Target under development.
Reduce the proportion of children aged 0-3 in the 500 Sure Start area who are re-registered within the space of 12 months on the child protection register by 20% by 2004.	Baseline currently being identified.	Target under development.

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Percentage of residents who were satisfied with social services.	36% (2000/2001)	Target under development.
Ensure that all social housing meets set standards of decency by 2010: Reduce the number of households living in social housing that does not meet these standards by a third between 2001 and 2004.	One third (2176) of all Council housing stock does not meet the set decency standard. Figures unavailable for Housing Association stock.	50% reduction of all properties that do not meet the set decency standard.
No family to be placed in bed and breakfast accommodation (except in an emergency) by 2004.	Average number of families in bed and breakfast accommodation during the year: 35	Average number of families in bed and breakfast accommodation during the year: 7 National Target is 0.
Percentage of residents who were satisfied with council housing services.	26% (2000/2001)	Target under development.

Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Supportive Community – Action Plan for 2003/2004**' contained at the back of the document. **[To be included in the final plan]**

CULTURAL COMMUNITY

Our ambition - “A Cultural Capital of the East of England by 2010”

You said that you will like to see:

- The image of Southend improved and what it has to offer promoted and enhanced.

“All our local treasures need to be up lifted, the Pier, parks, bandstand and old Leigh. Look at our assets”

Southend-on-Sea’s cultural assets:

Southend-on-Sea has a unique cultural character. It is situated on seven miles of sea and foreshore with wonderful open spaces and gardens and heritage and conservation sites such as Old Leigh and the bandstand.

The town has a diverse range of leisure and cultural facilities. They are a mix of public, private and voluntary sector provision. Many are of regional significance and already contribute to Southend’s ambition to become regional cultural capital – The world’s longest pleasure Pier, the Cliffs Pavilion, Focal Point Gallery, Adventure Island, the library service and the Southend Leisure and Tennis Centre and many of the parks and gardens. Other assets include:

- Palace Theatre.
- New Empire Theatre
- Sealife Adventure.
- The Kursaal.
- Southend United Football Club - Roots Hall.
- Leigh Art Trail.
- Shoebury Ranges.
- Westcliff Casino.
- Southend Carnival.
- Southend Seafront Illuminations.
- Southend Discovery Centre.
- 4 Museums and Art Gallery.
- 8 community centres.
- Watersports facilities and clubs.

A wide range of events throughout the year are hosted at Southend including Europe’s largest free airshow which attracts up to 750, 000 people every year, and supports community cultural events, such as the Concert in the Park with the Royal Philharmonic Orchestra.

Achievements so far:

- The Pier recently benefited from a new RNLI Lifeboat Station, a sundeck and infrastructure work on the sewage and firemain system.
- Significant number of environmental awards have been obtained:
 - Gold Medal at the Chelsea Flower Show in 2002/2003.
 - Green Flag awards for Priory, Chalkwell and Southchurch Parks.
 - Recognition by the Best Value Inspection Service of Southend-on-Sea Council parks and open spaces section of providing a good, 2 star service with excellent prospects for improvement.
 - Anglia-in-Bloom and Britain in Bloom awards.
 - Three Blue Flag awards for Shoebury Common Beach, Three Shells Beach and Leigh Bell Wharf Beach.

Challenges we face:

- For Southend to become a regional cultural capital by 2010.
- Securing investment required to maintain and improve our cultural assets.

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- The re development of the pier and the foreshore.
- Improve the positive image and perception of Southend and South Essex.
- Securing additional quality hotel provision.
- Attracting major conferences.
- Securing a quality cultural and arts centre for the town.

What is planned for the future:

- Regeneration of Southend Cliff Gardens started in March 2002 in Prittlewell Square to be completed over the next 5 years.
- Working with East of England to develop a programme of arts projects.
- Completing the new Pier entrance in 2003.
- Development of the Cliffs Pavilion.
- Development and implementation of a Tourism and Marketing Strategy.
- Creation of new hotel facilities and the upgrading of guest house facilities.

Key Targets:

Local priority	Southend baseline	Target
To secure the development and successful operation of a quality hotel in the town.	Up to 2001/2002 no new hotel facilities completed in last 3 years.	By 2005/2006 at least one new quality hotel completed and opened.
Improve the positive image and perception of Southend and South Essex.	Currently identifying baseline and developing target.	
Percentage of residents who were satisfied with:		
• Sports/leisure facilities	61% (2000/2001)	Target being developed.
• Libraries	81% (2000/2001)	Target being developed.
• Museums and galleries	54% (2000/2001)	Target being developed.
• Theatres and concert halls	74% (2000/2001)	Target being developed.
• Parks and open spaces	81% (2000/2001)	Target being developed.
• Pier and Foreshore	58% (2000/2001)	Target being developed.
Number of green flag/external awards for parks.	3 green flag awards in 2001/2002.	7 green flag awards by 2005/2006.

Full details on how the community priorities will be achieved and their link with the national priorities can be found in the '**Cultural Community – Action Plan for 2003/2004**' contained at the back of the document. **[To be included in the final plan]**